

HotelREZ

HOTELS & RESORTS

10th YEAR ANNIVERSARY

HotelREZ celebrates 10 year anniversary and growth to top 5 UK hotel companies

HotelREZ Hotels & Resorts, a UK head-quartered hotel company, representing independent and unique hotels worldwide, has launched its 10th anniversary celebrations by announcing its growth to now take a spot in the top 5 hotel companies in the UK, and a leading chain worldwide.

HotelREZ was started in 2004 by Mark Lewis, an experienced hospitality industry professional and entrepreneur. Over the course of a decade the company has grown to be one of the leading hotel representation companies dedicated to marketing and connecting independent hotels with bookers worldwide.

With an extensive hotel portfolio of over 400 hotels in the UK, from grand country house hotels and manors to city centre business hotels and boutique hideaways, HotelREZ is now one of the 5 biggest hotel companies in the UK, on the Global Distribution Systems (GDS), used by travel agents worldwide. Hotels can be booked under the HotelREZ chain code, HO.

In addition to its leading UK portfolio of hotels, HotelREZ also has hundreds of hotels and resorts worldwide, from luxury city centre hotels in Athens, Prague and Rome to resorts in Turkey, Greece, the Seychelles, Philippines or India.

Mark Lewis, Founder and Owner of HotelREZ Hotels & Resorts, explains:

"When we set up HotelREZ ten years ago we did so for the lack of tailored distribution and marketing services available to help independent hotels compete in a globalised and increasingly complex marketplace. Back in 2004, the growth of online travel was rapidly changing the way that hoteliers needed to market and sell their properties, and opened up many new opportunities for hotels to grow their revenues. HotelREZ's strength both then and now has been in our ability to ensure hotels maintain their independence and uniqueness, whilst enabling them to compete worldwide."

Lewis goes on to say:

"We provide access to agents and preferred partners that wouldn't or can't work with 1,000 individual hotels, but will work with one chain which represents them. Through our global preferred partnership programme and sales and marketing initiatives, with agencies, corporate bookers, consortia and online travel agents we are able to grow our hotel member's revenues year on year."



[Click here for a larger version](#)

HotelREZ

HOTELS & RESORTS

10th YEAR ANNIVERSARY

HotelREZ has a strong focus on delivering each and every hotel member with results that continue to surpass their expectations, which is why so many of the original customers from the company's early days are still around today.

"HotelREZ's commitment and dedication to guarantee that we gain the maximum business opportunities, while still ensuring that our guests have a reliable, secure and easy booking journey when making a reservation."

Debbie Guy, General Manager for Fanhams Hall Hotel, in Ware, Hertfordshire.

"HotelREZ are the epitome of professionalism and customer service – nothing is ever too much trouble! They are supportive, attentive and often highlight areas where we could improve our presentation and product to encourage financial rewards."

Pamela Shaw, Group Revenue Manager at Hastings Hotels.

The company aims to continue to grow by way of reputation and a commitment to excellence in all that they do, and as such has launched as part of its 10th year anniversary a customer charter that sets out its commitments to hoteliers. [Click here for HotelREZ Customer Charter.](#)

On the occasion of its 10th anniversary the company has developed a marketing campaign to include two newly designed websites (one exclusively for online bookings of its hotel portfolio, www.hotelrez.co.uk), a new logo and brand name (i.e., HotelREZ Hotels & Resorts), a special promotional rate entitled the Great Sale Rate (offering bookers discounts of up to 10% on the best available rate for the remainder of 2014) as well as monthly competitions offering hotel stays across the globe for both travel agents and end consumers, and promoted across the main social media channels.

Additionally, HotelREZ Hotels & Resorts has launched, together with its new corporate website, a hotelier facing [blog](#) where the company's experts provide news, tips and support to member hotels on a variety of topics including online marketing, hotel revenue, distribution and technology.

For more information on HotelREZ Hotels & Resorts:

Mark Lewis is available for interviews on a wide range of hotel industry topics including the changing face of hotel distribution and independent hotels. [Click here for more information](#)

For a sample of our member hotels worldwide [click here](#)

For additional images and information please email us at marketing@hotelrez.net